

ADI (rank)	1986 households (000)			ADI (rank)	1986 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Eureka, Calif. (184)*	—	10	7	Norfolk-Portsmouth, Va. (46)	73	96	93
Evansville, Ind. (88)	52	46	46	North Platte, Neb. (212)	—	—	9
Fargo, N.D. (102)	32	32	37	Odessa-Midland, Tex. (144)	26	30	23
Flagstaff, Ariz. (206)	—	—	7	Oklahoma City (36)	80	115	99
Flint-Saginaw-Bay City, Mich. (54)	81	47	98	Omaha (70)	68	67	73
Florence, S.C. (145)	22	66	—	Orlando-Daytona Beach, Fla. (27)	116	119	143
Fort Myers-Naples, Fla. (107)	22	43	38	Ottumwa, Iowa-Kirksville, Mo. (204)	19	—	—
Fort Smith, Ark. (149)	18	34	17	Paducah, Ky.-Cape Girardeau, Mo. (75)	36	72	63
Fort Wayne, Ind. (93)	40	42	39	Palm Springs, Calif. (183)	8	—	7
Fresno, Calif. (64) *	50	60	59	Panama City, Fla. (175)	17	—	25
Gainesville, Fla. (170)	18	—	—	Parkersburg, W.Va. (198)	—	—	9
Glendive, Mont. (214)	—	2	—	Peoria, Ill. (100)	39	39	44
Grand Junction, Colo. (177)	8	18	—	Philadelphia (4)	483	426	464
Grand Rapids-Kalamazoo, Mich. (41)	89	88	108	Phoenix (22)	107	152	133
Great Falls, Mont. (178)	14	13	—	Pittsburgh (12)	238	254	202
Green Bay, Wis. (68)	65	58	68	Portland, Ore. (25)	98	120	126
Greensboro-Winston Salem-High Point, N.C. (50)	87	106	90	Portland-Poland Spring, Me. (76)	50	46	58
Greenville-New Bern, N.C. (97)	26	55	60	Presque Isle, Me. (205)	—	9	—
Greenville-Asheville-Spartanburg, S.C. (37)	81	106	124	Providence, R.I.-New Bedford, Mass. (42)	91	92	113
Greenwood-Greenville, Miss. (168)	32	14	—	Quincy, Ill.-Hannibal, Mo. (152)	—	32	30
Hagerstown, Md. (194)	—	—	16	Raleigh-Durham, N.C. (38)	98	112	45
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	63	79	120	Rapid City, S.D. (161)	23	—	15
Harrisonburg, Va. (200)	19	—	—	Reno (125)	28	23	26
Hartford-New Haven, Conn. (24)	122	183	91	Richmond, Va. (63)	66	92	70
Helena, Mont. (210)	—	—	7	Roanoke-Lynchburg, Va. (72)	43	81	69
Houston (10)	247	211	222	Rochester, N.Y. (71)	56	62	63
Huntsville-Decatur-Florence, Ala. (89)	51	52	48	Rochester, Minn.-Mason City, Iowa (142)	25	19	28
Idaho Falls-Pocatello (159)	11	18	20	Rockford, Ill. (112)	31	35	36
Indianapolis (23)	112	142	143	Roswell, N.M. (181)	—	17	—
Jackson, Miss. (85)	29	64	62	Sacramento-Stockton, Calif. (20)	122	139	184
Jackson, Tenn. (190)	29	—	—	St. Joseph, Mo. (188)	20	—	—
Jacksonville, Fla. (61)	50	89	57	St. Louis (18)	158	198	204
Johnstown-Altoona, Pa. (81)	1	59	90	Salinas-Monterey-San Jose, Calif. (110)	42	24	45
Jonesboro, Ark. (178)	31	—	—	Salisbury, Md. (166)	13	22	—
Joplin, Mo.-Pittsburg, Kan. (119)	32	37	27	Salt Lake City (39)	92	100	110
Kansas City, Mo. (30)	115	133	127	San Angelo, Tex. (192)	—	13	—
Knoxville, Tenn. (60)	72	95	48	San Antonio, Tex. (45)	70	107	86
La Crosse-Eau Claire, Wis. (127)	12	34	41	San Diego (26)	89	117	98
Lafayette, Ind. (191)	—	13	—	San Francisco (5)	259	313	307
Lafayette, La. (111)	41	63	—	Santa Barbara-Santa Maria, Calif. (113)	29	26	20
Lake Charles, La. (171)	—	—	42	Sarasota, Fla. (157)	21	—	—
Lansing, Mich. (100)	—	63	47	Savannah, Ga. (108)*	22	47	39
Laredo, Tex. (199)	3	4	4	Seattle-Bellingham-Tacoma (13)	157	155	206
Las Vegas (96)	28	37	45	Selma, Ala. (210)	—	30	—
Laurel-Hattiesburg, Miss. (164)	—	—	32	Shreveport, La.-Texarkana, Tex. (53)	76	78	68
Lexington, Ky. (77) *	44	69	51	Sioux City, Iowa (129)	31	14	34
Lima, Ohio (195)	—	—	20	Sioux Falls-Mitchell, S.D. (95)	41	59	26
Lincoln-Hastings-Kearney, Neb. (90)	27	51	16	South Bend-Elkhart, Ind. (84)	43	58	63
Little Rock, Ark. (55)	75	76	82	Spokane, Wash. (78)	48	54	58
Los Angeles (2)	530	521	624	Springfield, Mass. (103)	31	—	45
Louisville, Ky. (49)	57	109	105	Springfield, Mo. (83)	23	55	64
Lubbock, Tex. (141)	20	27	22	Springfield-Decatur-Champaign, Ill. (69)	49	65	67
Macon, Ga. (132)	16	41	20	Syracuse, N.Y. (67)	54	84	83
Madison, Wis. (109)	36	49	44	Tallahassee, Fla. (130)	13	54	8
Mankato, Minn. (209)	—	13	—	Tampa-St. Petersburg (17)	162	206	188
Marquette, Mich. (186)	—	21	—	Terre Haute, Ind. (131)	11	39	40
McAllen-Brownsville, Tex. (117)	30	32	25	Toledo, Ohio (65)	56	87	90
Medford, Ore. (156)	12	20	29	Topeka, Kan. (143)	14	31	23
Memphis (40)	73	119	115	Traverse City-Cadillac, Mich. (139)	16	41	36
Meridian, Miss. (174)	24	9	6	Tucson, Ariz. (82)	37	42	49
Miami (14)	159	181	176	Tulsa, Okla. (52)	85	76	74
Milwaukee (28)	105	111	130	Tuscaloosa, Ala. (187)	—	11	—
Minneapolis-St. Paul (16)	171	195	169	Twin Falls, Idaho (202) *	—	10	—
Minot-Bismarck-Dickinson, N.D. (146) *	5	26	34	Tyler, Tex. (154)	48	10	—
Missoula-Butte, Mont. (176)	—	13	17	Utica, N.Y. (158)	14	—	26
Mobile, Ala.-Pensacola, Fla. (57)	64	95	78	Victoria, Tex. (207)	6	—	7
Monroe, La.-El Dorado, Ark. (114)	16	62	26	Waco-Temple, Tex. (94) *	18	48	37
Montgomery, Ala. (116)	21	—	64	Washington (9)	212	255	251
Nashville (31)	93	144	138	Watertown-Carthage, N.Y. (169)	—	22	—
New Orleans (34)	91	140	116	Wausau-Rhineland, Wis. (128)	27	40	14
New York (1)	976	1,120	1,133	West Palm Beach-Ft. Pierce, Fla. (56)	45	27	64